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United States Department  
of Agriculture  
  
Office of Public Affairs  
  
Washington, D.C. 20250

# Inside Information

Volume 11, Number 10

October 1989

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**INSIDE INFORMATION** is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Public Affairs, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

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EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.  
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## UNIVERSITY OF NEBRASKA-LINCOLN SEEKS PERSON FOR EDUCATIONAL MEDIA PROGRAM

The University of Nebraska is looking for a person to provide leadership for educational media program, including production of educational videotapes and synchronized slide-tape programs.

Responsibilities include consulting with clients, producing educational materials, prioritizing production requests, developing equipment and budget requests, supervising small production staff, and maintaining overall quality of productions.

Requires a Bachelor's degree in broadcast journalism, mass communications, radio/television or film, or related field plus minimum of three years experience in educational video and slide/tape production as producer/director.

Must have knowledge of operation and capability of equipment, and also possess ability to produce and supervise several productions in various states of development at one time.

Submit letter of application, resume, three letters of reference, and video audition tape by October 20 to Dr. Gary L. Vacin, Head, Department of Agricultural Communications, University of Nebraska, Lincoln, NE 68583-0918.

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## USDA-APHIS' NEW BIOCONTROL VIDEOTAPE IS NOW AVAILABLE FOR PUBLIC VIEWING

The long-awaited videotape, "Biological Control—A Natural Alternative," is now available for public viewing. Purpose of the video is to provide a greater understanding and appreciation of a new/old pest control option that is environmentally safe.

More than 20,000 pest species, including insects, weeds, nematodes, bacteria, fungi, and viruses, cause annual losses in the United States of over \$12 billion. The sheer magnitude of the problem has forced growers to seek new ways to control pests, and biological control is one of them.

In 30 minutes, USDA's video gives an overview of biocontrol, including key examples of projects in which beneficial insects and other organisms are used to control pestiferous insects and weeds. People interested in the biological and environmental sciences will find the issues being treated germane to their interests. The video can be shown freely via local television outlets without fear of copyright infringement.

The video is for sale at the Customer Services Section, National Audiovisual Center, 8700 Edgeworth Drive, Capitol Heights, MD 20745, or telephone 301-763-1896.

A companion brochure, "Biological Control—Spreading the Benefits," also is available free of charge in limited quantities from Printing and Distribution Management, USDA, APHIS, M&B, G-110 Federal Building, Hyattsville, MD 20782, telephone 301-436-8413.

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## ANNUAL 'FACT BOOK OF AGRICULTURE' CONTAINING NEW CHAPTERS HAS BEEN PUBLISHED

The 1989 Fact Book of Agriculture, coordinated by USDA's Special Programs Division in the Office of Public Affairs, has been published and delivered to agencies.

The Fact Book is a kind of miniature encyclopedia for use by anyone who wants basics about the structure of U.S. agriculture and its history as shown in recent statistics. Most of the 74 chapters show how the agriculture industry links with USDA agencies. It indicates USDA's broad scope of activities.

Editor George Holcomb said that for the first time, the 174-page book, Miscellaneous Publication Number 1063, has tabulated and charted information on timber productivity from USDA's Forest Service.

The chapter on Forest Management notes that softwood timber productivity has shown a decline since 1970, despite continued growth in the hardwood inventory. Growth rates in the hardwood inventory are nearly double the rate of harvest.

Two new chapters are on Animal Care and Animal Damage Control. The first notes USDA's Animal and Plant Health Inspection Service (APHIS) work in enforcing humane laws and the second shows APHIS' protection of U.S. agriculture from damage by wild creatures. APHIS says it deals with 28 kinds of loss affecting 43 crops, 24 types of livestock, and 7 types of forestry or ranges.

The contents include sections on Farm Production, Income, and Values; The Farming Operation; International Agricultural Trade and Aid; Food Marketing, Protection, and Distribution; Farm Production and Marketing Programs; Conservation; Soil, Water, Trees; Agricultural Planning, Productivity, and Protection Services; and The Rural Social Environment. Appendixes include numerous tables, a glossary of farm terms, and the metric conversion chart.

A copy of the book may be obtained for \$4.75, including postage, from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. (Specify serial number 001-000-04546-6). Some agencies provide limited copies for key employees.

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#### **SIXTH WORLD FOOD DAY SATELLITE TELECONFERENCE AIRED THROUGHOUT CANADA AND U.S.**

A satellite teleconference will be aired throughout the United States and Canada on October 16, marking the Sixth Annual World Food Day. The theme this year is "Food, Development and Environment— A Sustainable Agenda for the 21st Century." The teleconference will be downlinked to the Jefferson Auditorium in USDA's South Building from Noon to 3 p.m.

From Noon to 1 p.m., the teleconference will be live from George Washington University with guest panelists: Senator Alber Gore, Jr. (Tenn.); Dr. Verghese Kurien, 1989 winner of the World Food Prize; Dr. Stephen Lewis, former Ambassador and Permanent Representative of Canada to the United Nations; Dr. Roberta Balstad Miller, Director of the Division of Social and Economic Science, National Science Foundation; and moderator, Judy Woodruff, Chief Washington Correspondent for MacNeil/Lehrer NewsHour.

From 1 to 2 p.m., brief presentations by USDA agencies (Forest Service, Soil Conservation Service, and Extension Service) will focus on how local, state, and national food/environment issues interact with the more global perspectives of the international panelists. Paul McCawley, range management specialist, will represent Extension Service. Phil Villa-Lobos of USDA's Office of Public Affairs will serve as moderator.

Two to 3 p.m., returns to live broadcast for interactive call-in linking USDA and other sites to the international panel.

For more information, contact Nancy Leidenfrost (202-447-8067) or Judith A. Bowers (202-447-4241).

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#### **NEW FAX-DELIVERED COMPUTER INDUSTRY NEWSLETTER INTRODUCED BY VIRGINIA CORP.**

COMPUTER FOCUS, a fax-delivered computer industry newsletter, has been introduced by the Pinpoint Information Corporation (PIC). PIC is based in Chantilly, Virginia, and produces nightly editions for subscribers. Every edition is customized for each subscriber based on a computer-stored profile of interests.

The annual price is \$1,800, but will increase to \$2,100 at the end of this year.

PIC expects to have 10,000 subscribers, including multiple subscribers to COMPUTER FOCUS and similar newsletters the company plans to launch by 1993.

The average edition of the newsletter is four to six pages. Information is collected from wire services, press releases, and 100 trade magazines. The company also accepts free-lance contributions. Information is abstracted by PIC's editorial staff.

After the editorial deadline, proprietary software matches content with subscriber profiles, creating a custom newsletter which is later transmitted to the subscriber's fax machine.

Most of the information sources aren't copyrighted, so full-text articles can be ordered for same-day fax delivery at \$10 each. Royalty fees are paid to publishers of copyrighted material.

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#### **USDA-OPA'S OPTICAL DISC PHOTO PROJECT NEARING COMPLETION ON FIRST 12-INCH DISC**

The Photography Division in USDA's Office of Public Affairs is entering the final stage of production for the first 12-inch disc of its optical disc photo project.

Theodosia Thomas, chief of the Photography Division, says Allan Rough of the University of Maryland, will deliver a WORM (Write Once, Read Many) disc containing 16,000 images, 2 videos, and 4 public service announcements to the vendor next week to begin production.

According to Thomas, if all goes well, an evaluation disc will arrive in about three weeks.

The Photography Division library staff is selecting color slides for the next WORM disc.

For further information, contact: Theodosia Thomas at 202-447-6633.

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## **USDA'S NEW OFFICE OF PUBLIC AFFAIRS EMERGES FROM REORGANIZATION PROCESS**

As part of the reorganization process of the new Administration, what was known as the Office of Governmental and Public Affairs has been split into two separate entities. One is now Congressional Relations with Eugene Bailey serving as its assistant secretary. The other is the Office of Public Affairs (OPA), with Dr. Paul Kindinger serving as its director.

The Office of Public Affairs, which encompasses the former Office of Information, has five major sections. The Office of the Director includes the Resource Management Staff.

Office of Publishing and Visual Communications—David Lane, director, Sally Michael, deputy director—includes Publishing (editorial, publications utilization & Inquiries), Design (graphics and exhibits), Photography, Video & Teleconference, and Printing Divisions.

Office of Press and Media Relations—Kelly Shipp, director, deputy director (vacant)—includes News and Radio & Television Divisions.

Office of Programs and Planning—Director (vacant), Gretchen Gunter, deputy director, Julia McCaul, confidential assistant, and Claude Gifford, special assistant—includes the Special Programs Division.

Office of Public Liaison—Cameron Woods, director, and Delores Flowers, deputy director.

Office of Intergovernmental Affairs—Larry Werries, director, deputy director (vacant).

For further information, call editor Denver Browning at 202-447-2058, or send a Dialcom message to AGR209. (By the way, I come under the Office of Programs and Planning.)

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## **PURDUE UNIVERSITY HAS OPENING FOR AGRICULTURAL COMMUNICATIONS DEPARTMENT HEAD**

Purdue University is seeking candidates for agricultural communications department head.

The service-oriented unit serves campus researchers, extension specialists, faculty members, and communicates news and regulatory information to media and the public.

The staff of 33 includes writers, editors, radio and video producers, graphic artists, visual display creators and distribution center personnel.

A Bachelor's degree and professional experience in a related area is required. A Master's degree is preferred.

Send letter and resume by Dec. 1 to: Agricultural Communications Head Search Committee, Agricultural Administration Building, West Lafayette, IN 47907.

For further information or any questions, contact Jay Cooperider at 317-494-8396.

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## **USDA'S OPA HAS AN OPENING FOR A SUPERVISORY PUBLIC AFFAIRS SPECIALIST**

USDA's Office of Public Affairs has an opening for a GM-1035-15 public affairs specialist to serve as the assistant director of its Office of Press & Media Relations.

As assistant director of Press & Media Relations, the incumbent is directly involved in an integral part of USDA's public affairs, information, and involvement programs.

Qualifications include one year of specialized experience in or directly related to the line of work of the position and which has equipped the applicant with the particular knowledge, skills, and abilities to successfully perform the duties of the position.

To apply, submit an updated SF-171 (Personal Qualification Statement), AD-435 (Current Performance Appraisal), and a supplemental statement which address the selection criteria of knowledge, Skills & abilities (there are no special forms - may be handwritten or typed on plain bond paper).

Send applications to: Laura Farrior, USDA, Office of Personnel, PO, Room 27-W, Administration Bldg., Washington, DC 20250. (Refer to Announcement No. OPA-89-24.) Telephone 202-447-5833.

Closing date is November 1.

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## **USDA'S SOIL CONSERVATION SERVICE HAS AN OPENING FOR A PUBLIC AFFAIRS SPEC.**

USDA's Soil Conservation Service has an opening in its Public Information Division for a GS/GM-1035-11/13 public affairs specialist.

Duties include writing and editing reports and papers for agency management including special reports on complex and significant programs and projects; writing feature articles, editing manuscripts for byline of chief and associate chief, and reviewing material written by other SCS specialists; and planning, developing, and implementing comprehensive campaigns to disseminate information about agency programs.

Qualifications include at least one year of specialized experience at the next lower level. Education may be substituted for experience in some cases.

All applicants must send an updated copy of their SF-171, performance rating, and written response addressing knowledge, skills, and abilities, to: Chief, Employment Branch, USDA Soil Conservation Service, P.O. Box 2890, Room 6218-S, Washington, DC 20250. Telephone 202-447-2631. (Announcement No. SCS-89-390.)

Closing date is November 17.

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## **USDA AG RESEARCH SERVICE SEEKS PUBLIC AFFAIRS SPECIALIST IN AUDIOVISUAL BRANCH**

USDA's Agricultural Research Service has an opening for a GM-1035-13 public affairs specialist in the audiovisual branch of its information staff (Announcement No. ARS-H19-141).

Duties include managing a photographic information program encompassing the overall missions, goals, functions, and policy of the agency. Other duties are coordinating and managing photographic contacts with the news media; and maintaining contact with a broad range of agricultural and scientific media, writers and editors, state cooperators, field program personnel, contract agencies, and persons active in the photography industries.

Qualifications include one year of specialized experience, and must have knowledge of methods and techniques of photojournalism.

Contact: USDA, ARS, Personnel Division, Personnel Operations Branch, Room 123, B-003, BARC-West, Beltsville, MD 20705. Telephone is 301-344-2701.

Closing date is October 30.

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## **USDA'S FSIS HAS OPENING FOR A BILINGUAL TECHNICAL INFORMATION SPECIALIST**

USDA's Food Safety and Inspection Service has an opening for a GS-1412-9 bilingual technical information specialist in the Public Awareness Office of its Information and Legislative Affairs staff.

Responsibilities include providing information, advisory services, and resources to a variety of specialized publics, particularly Spanish-speaking, concerned with the wholesomeness, safety, and labeling of meat and poultry products.

Specific duties include responding to inquiries from consumers, industry, professional groups, etc., through the FSIS Meat and Poultry Hotline.

Qualifications include experience providing general reference and analysis of literature and information in food safety issues, synthesizing technical information for presentation to a variety of audiences, developing definitive answers to questions, and recommending methods for publicizing specific information.

For more information, contact: Rhonda C. Carr, at 202-447-6617.

Closing date is November 13.

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## **USDA'S OFFICE OF PUBLIC AFFAIRS OFFERS WIDE RANGE OF COMPUTERIZED INFORMATION**

A leader in electronic online dissemination of information, USDA's Office of Public Affairs (OPA) continues to offer and expand computerized information delivery services for accessing USDA information by the news media and other publics.

This information includes such items as national and regional news releases, economic and statistical reports, market reports, export trade leads, international agricultural trade summaries, agricultural research briefs, facts about agriculture, food and nutrition, and coming agricultural events.



OPA administers two online services: One primarily for quick transmittal of USDA reports and news releases to other disseminators of agricultural information, especially electronic information services, and the other primarily for those interested in electronic access to a database of information released recently by USDA.

OPA has taken the leadership in coordinating planning and production of the first Department-wide optical compact disk— read only memory (CD-ROM) for librarians, researchers, and others who want electronic access to dated information.

OPA serves as USDA's central coordinating unit for an ever-growing number of requests filed by news media, individuals, and groups for information under the Freedom of Information and Privacy Acts. Departmental regulations and guidelines are continually updated to conform with the law or new directives from the Department of Justice and Office of Management and Budget. The Computer Matching and Privacy Protection Act of 1988 has been implemented, including the establishment of a Departmental Data Integrity Board which is chaired by the Director of OPA.

For further information on USDA Online services, contact: Russell Forte for CID (formerly EDI) Service, 202-447-5505, Dialcom e-mail AGR205; Denver Browning for USDA Online (on the Dialcom system), 202-447-2058, Dialcom e-mail AGR209; and Milton Sloane (for Freedom of Information inquiries), 202-447-8164, Dialcom e-mail AGR206.

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#### **USDA'S SCS AND OPA TO COOPERATE WITH USSR ON SOIL AND WATER CONSERVATION PUB**

USDA's Soil Conservation Service (SCS) and the Office of Public Affairs (OPA) will cooperate with the Soviet Union to produce a joint publication on soil and water conservation.

Ed Poe, chief of OPA's Publishing Division and David White, information officer with SCS, met with Dr. Nikolai Pervov, to go over plans for the joint publication. Pervov is agricultural attache with the Embassy of the USSR.

Both countries will submit article ideas to each other in areas where they could benefit from more knowledge. Together, they will then agree on the topics and the specialists in each country who will develop the articles.

The final product will be a publication, printed in both languages, that is expected to be of great benefit to both countries.

USSR research subjects of interest to U.S. scientists include plant materials testing, snow management, and machinery for all phases of windbarrier management. SCS can provide theoretical as well as practical "how-to" information to the USSR on conservation subjects such as engineering, wind erosion control, drainage, irrigation, soil erosion control systems, and resource inventories.

The four-color, high-quality, bilingual publication will be distributed to technical and scientific specialists in state and federal agencies, universities, and organizations throughout the United States and the USSR. Copies also will be provided to USDA's Office of International Cooperation and Development.

For further information contact: Ed Poe at 202-447-9081 (Dialcom E-mail AGR017) or David White at 202-447-5063.

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#### **USDA-FOREST SERVICE'S CREATIVE GROUP HAS PLANS FOR SEVERAL NEW PUBLICATIONS**

The Creative Group of USDA's Forest Service (FS) has plans to produce five new publications.

A national brochure entitled "Forest Service Native American Policy," will provide information on the policy for both internal and external audiences of the new FS Tribal Government (Native American/Alaska Native) Policy Program. The brochure will include a map depicting relationships/locations of national forests, regional offices, and research station and area offices relative to native people.

"Windows on the Past," a program brochure and poster that are an integral part of the national recreation strategy, will be used as tools for developing new partners to enhance cultural resources and to provide new and exciting recreation opportunities.

A brochure entitled "You and Urban and Community Forestry," will be used to educate and inform the general public about the urban and community forestry program, and to make the general public aware of technology that is available.



“Technology Transfer Agreements,” is intended to be a comprehensive brochure to assist interested individuals and organizations in obtaining new technology.

An international brochure, “Forest Service International Forestry Program Activities,” will be used to describe the activities of FS international programs to U.S. and international audiences.

For further information on the publications, contact: Gladys Daines, assistant director of the Forest Service Creative Group, at 202-475-3770.

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**UNIVERSITY OF MISSOURI-COLUMBIA TO PRESENT SATELLITE VIDEOCONFERENCE JAN. 25**

The University of Missouri-Columbia (UMC) will present a live satellite videoconference, “How to do a newsletter that gets read,” on January 25 from 10:30 a.m. to 12 noon Central Standard Time.

The instructors, Linda Benedict (instructor of ag journalism at the UMC) and Jan Colbert (assistant professor of publication design at the UMC) will appear with a small studio audience of newsletter producers.

Benedict and Colbert have presented more than 40 newsletter seminars in Missouri as well as many prestigious universities. Students in their classes have included representatives from Bell Telephone, AAA, Standard Oil, American Express, General Dynamics, and many small companies and non-profit organizations.

There will be a taped appearance with Don Ranly, national renowned journalism writing teacher, and taped computer graphic portions to illustrate the design of a newsletter.

During the 1-1/2 hours presentation, the nationwide audience will have three opportunities to interact and ask questions of the two instructors.

To aid in following the content of the teleconference, the instructors will be providing packets of worksheets to site coordinators. When completed during the conference, these worksheets will serve as helpful guides for participants to follow through in producing more readable, better designed newsletters.

Some sites will be providing further educational help on newsletter production, such as local computer representatives available to explain the latest technological developments in producing newsletters with computer graphics. Other sites will have local experts in writing, publication design, and photography to give individualized instruction to the participants.

Each site registered by December 10, can send two newsletters to the presenters for a critique. Some of these will be used as examples during the live videoconference.

For more information or to register your site for this satellite conference, call or write: Joanne Heisler, Satellite Conference Coordinator, U. of Missouri-Columbia, 102 Whitten Hall, Columbia MO 65211, 314-882-2854.

## CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

### November 7:

ONLINE '89 CONFERENCE

Palmer House, Chicago, Illinois

Contact: Online, Inc., 11 Tannery Lane, Weston, CT 06883

### November 9-12:

NATIONAL ASSOCIATION OF FARM BROADCASTERS ANNUAL MEETING

Kansas City, Missouri

Contact: 612-224-0508

### November 10:

NATIONAL FUTURE FARMERS OF AMERICA PREPARED PUBLIC SPEAKING CONTEST

Kansas City, Missouri

Contact: 703-360-3600

### November 26-28:

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION CONFERENCE ON

'PROMOTING YOUR CAMPUS VIA RADIO, TV, AND VIDEO'

University Executive Conference Center/Hotel, Indianapolis, Indiana

Contact: Molly Ford, CASE, 202-328-5941

### December 6-8:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS ANNUAL CONFERENCE

Rosslyn Westpark Hotel, Arlington, Virginia

Contact: Deborah Trocchi, NAGC Exec. Director, 703-823-4821

### January 25, 1990:

HOW TO DO A NEWSLETTER THAT GETS READ SATELLITE VIDEOCONFERENCE

University of Missouri, Columbia, Missouri

Contact: Joanne Heisler, UMC, 314-882-2854

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